

## Guidelines for Google Presentation Assessment

Create a promotional presentation that would be used by the Des Moines Visitors Bureau and local businesses to attract potential employees to the Des Moines Area. This presentation will be seen by potential job seekers looking for work in Des Moines and your task is to help recruit them to Des Moines Area. By using the skills in Google Presentation describe the **activities, locations, entertainment, restaurants, and other things** that would convince someone/family to move to Des Moines. This presentation will consist of 10-15 slides, including 1 for your references. The rubric is identified below. **Please remember, this is not a slide show, but about convincing the audience of why someone should move to the Des Moines Metro Area.**

**1.) Identify the Theme and Title of your Presentation - Be Persuasive and Creative.**

*This should focus on what your presentation will be about.*

**2.) Create an outline of what will be included in the presentation to guide what will be included in the presentation and what it is that you will say. Set Up and Order of Slides and what you will discuss.**

**3.) Use either a manuscript, note cards, or other tool to assist you in effectively communicating the speech to others which will demonstrate preparedness for the presentation.**

0	1	2	3
Element is completely missing from the assignment.	Element is present, but the use of the element is lacking functionality and just forced into the creation. The element is also not complete in terms of requirements named in the assignment or demonstrating mastery of the skill.	Element is present but the skill is lacking presence in the assignment in terms of the appropriate use, effectiveness, or enhancing the content included in the creation. They do not demonstrate a mastery of the skill assigned	Element is present and meets all requirements. The tool is used properly in terms of appropriateness, function, and presence in the creation. The student shows expertise in the use of the skill in the assignment given.

**1.) Establish a theme/background**

- Demonstrate consistency in your theme (i.e. similar colors, functional backgrounds, and appeals to the audience) throughout the presentation.

**2.) Demonstrate the use of at least 5 different layouts**

- You need to use the 5 of the layouts available to you in creating your presentation.

**3.) Demonstrate the use of Inserting an Image(s) on each of your slides.**

- These images need to relate and enhance the information on the slides that your are sharing. Placement of the Images should help emphasize the image instead of just sticking a picture on the slide. The slide needs to be visually appealing and supportive of your message to the audience.

**4.) Use text boxes and 1 Word Art effectively in supporting the visuals and the information you are trying to communicate.**

- Use colors, sizes, character styles and other tools to use text effectively in support of the message being conveyed.

**5.) Use shapes/line tools to help provide emphasis, importance, or to visually assist the audience at least 1 time in the presentation.**

**6.) Demonstrate the use of inserting videos**

- You need to include 1 video from YouTube into your presentation that supports Des Moines as a destination. You need to demonstrate proper placement and use of the video. Plus, focus on introducing your video and then concluding the highlights of what the audience watched.

**7.) Demonstrate the use of inserting hyperlinks**

On the slides containing content or information about Des Moines you need to include **3 Hyperlinks throughout the presentation.** The hyperlinks should connect the audience to a webpage, video, image, or article that supports your reasoning for Des Moines as a destination. The links should help enhance what you are communicating and provide the audience more support in describing Des Moines. Make sure you utilize the link effectively.

**8.) Insert a Table**

Demonstrate an effective use of a table. The table should contain data that can be express more easily in a table and helps validate what you are saying. Format the table so the data is visible and will assist your presentation.

**9.) Insert Transitions**

Use transitions that are effective and should be used that helps the speaker move from one topic to the next or that connects similar topics. There needs to be at least **4 transitions** present in the document.

**10.) Animation**

Demonstrate the proper use of animations. The animation should enhance what is being communicated instead of causing distractions for your audience. It should demonstrate emphasis, importance, transitions, or organization.

**5 animations need to be present within the presentation.**

**11.) References**

Images, that you did not take, should be cited at the end with a works cited page. Use our previous works cited examples to help you.

**12.) Presentation Skills**

Demonstrate solid presentation skills in giving the presentation following the rubric below.

1	2	3	4	5
No eye contact, constantly looks to the screen, lacking preparation, no notes/resources, slides are all text and paragraphs, speech is disorganized	Little eye contact, uses the screen most of the time, unprepared, a few notes/resources, slides have mostly text, but some visuals, speech has little organization	Some eye contact, refers to the screen rather than reads, some organization, uses notes/resources, more visual than paragraphs, decent tone and speech	A lot of eye contact, only refers to the screen, uses notes and resources, visual PP, good voice and tone, demonstrates organization. Some excitement was shown and a clear explanation of Des Moines.	Consistent Eye Contact, refers to the content on screen, organized content, uses notes and demonstrates preparedness. Good tone and voice throughout. Demonstrated excitement and persuasiveness.

